

## **Media Events Team**

Minutes

2/24/04

Media Events team - Mike Losee, Mary Barry Magsamen, Ron Namuth, Toni Arntzen, Otto Schultz, Teri Vosicky

<b>Next meeting: March 10, 9:00 a.m. New location – Family Services 501 S. 7<sup>th</sup> St.</b>
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### **1. Dates/Places**

We are tentatively scheduled for Antelope Shelter #2 for 4/24 from 10 – 5 according to Janet 441-7347. Mary will check out the site. Otto will fill out the forms and send them in. Mark Tonjes ok'd a meeting at the Capitol for 4/24 11:00 a.m. Otto will reconfirm this with him, but it seemed settled on the phone.

We should also tip off LPD since we are expecting a crowd.

### **2. Program People**

The Governor is available on our preferred date and Topher is sending a formal invitation to him. If he cannot join us, we will then contact Senators, Jensen and Pedersen. Topher would make a good emcee. We want him to do more than merely introduce people, but also to weave together the themes of the event as he does so. Toni Arntzen will be a good candidate as one of the recovering speakers. We also considered Msgr. Keenan whose health might preclude him being available. Otto will bring "Faces and Stories" collected at the launching to the next meeting.

### **3. Title of Event**

I'm On Board is the title of the event. We can make 500 buttons with the BACK ON TRACK logo and I'm On Board as the main inscription.

### **4. The Program**

**The focus of the program will be the Moment of Serenity in quiet celebration of recovery.**

1. Introduction of Event and Governor Johanns – Topher
2. Governor's remarks – Governor Johanns
3. Introduction of Recovering Speaker – Topher
4. Recovering Speaker – Toni?
5. Introduction of Recovering Family Member – Topher
6. Family Member –
7. Moment of Serenity in celebration of recovery
8. Sign the banner on Molly The Trolley
9. Get on board the Trolley and vehicles for photo op
10. Walk to Antelope Park
11. Picnic with clowns, balloons and Trolley rides

Mike will ask Brendan Evans if he will take care of set up at the capitol.

## 5. Publicity

Invitation letters to community dignitaries

Namely: Everyone we invited to the Launch. Special letters to those who attended the launch.

Fliers for general distribution

Namely: AA, Alumni Groups, Treatment Programs, St. Paul's Underground, Others  
Attend Alumni meetings to explain the project and its purpose. Otto to Independence and Valley Hope, Mary to St. Monica's, Ron to Antlers, Toni to First Step, Jay to Houses of Hope, Topher to CenterPointe

Press release:

Usual Outlets on Teri's list including Human Services Federation Newsletter. The date is clear on the Convention & Visitors Bureau calendar. Nothing of note in UNL schedule.

Kathy Stokes at LAP, Lisa Henning at Workwell, Community Calendar, Channel 5, Others

We would not be advertising but save media money for other events. This event should generate its own publicity.

Buttons, banners and other identity materials. The buttons will say "I'm on Board."  
Mike will follow through on buttons and banner costs. The foam core for the podium.

## 6. Food

We provide free hot dogs, hamburgers and fixin's. Picnicers bring salads, desserts and side dishes. Who will get free or cheap food from stores? Most importantly - How do we get the wienerschlinger? Toni will check with Pepsi, Coke and a water company for free pop. Otto will talk to Pat Novak to see if Independence Center Alumni would be interested in organizing the cooking.

## 7. Entertainment:

Molly the Trolley carries the paper banner that everyone can sign. Molley the Trolley can be rented through Kincaid Coach Lines (previously Goodlife). She is available from 10 a.m. -3 p.m. on April 24 to the tune of \$525.00. There is no reserving her (as the nice lady so subtly put it) there is either a contract or not.

Jeloo the Clown (and possibly one of her friends) has agreed to be a part of the event on April 24. When asked what her charge was she hoped to at least have the cost of her balloons covered which is approximately \$20.00. I have asked her to be available to us from 11:30- 2:00p.m. that day with the understanding that as we firm up our plans I would get back to her with a more accurate time frame. Wienerschlinger, and what else?

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